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ABSTRACT

This instructor guide for a unit on business promotion in the PACE (Program for Acquiring Competence in Entrepreneurship) curriculum includes the full text of the student module and lesson plans, instructional suggestions, and other teacher resources. The competencies that are incorporated into this module are at Level 1 of learning--understanding the creation and operation of a business. Included in the instructor's guide are the following: unit objectives, guidelines for using PACE, lists of teaching suggestions for each unit objective/subobjective, model assessment responses, and overview of the three levels of the PACE program. The student module includes the following: specific objectives, questions supporting the objectives, complete content in the form of answers to the questions, case studies, individual activities, group activities, discussion questions, assessment questions, and list of seven references. Model assessment responses are provided in the instructor materials. These three objectives are addressed: define the concept of promotion; describe the promotional mix; and discuss the importance of promotion. (YLB)

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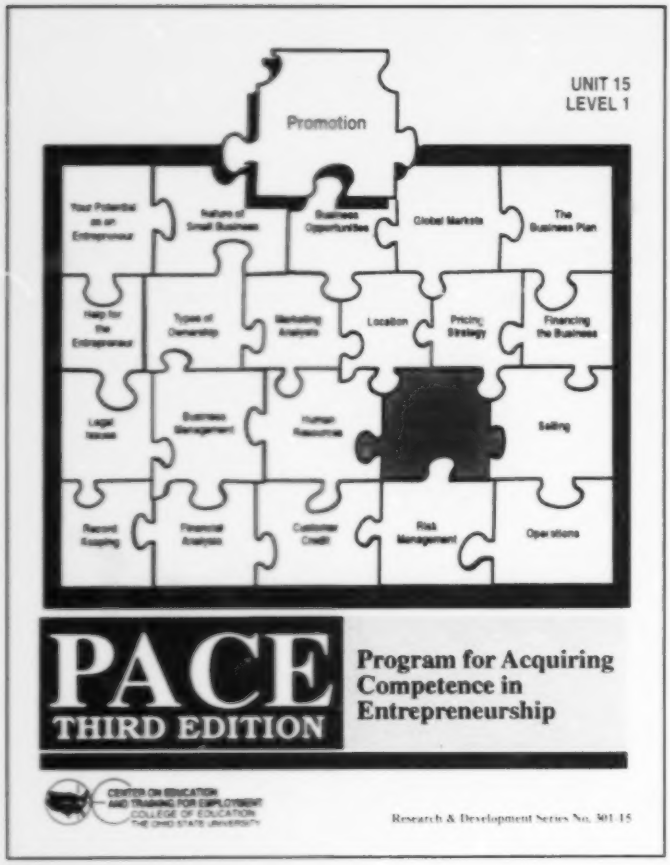

INSTRUCTOR GUIDE

Unit 15

Promotion

Level 1

HOW TO USE PACE

- Use the objectives as a pretest. If a student is able to meet the objectives, ask him or her to read and respond to the assessment questions in the back of the module.
- Duplicate the glossary from the *Resource Guide* to use as a handout.
- Use the teaching outlines provided in the *Instructor Guide* for assistance in focusing your teaching delivery. The left side of each outline page lists objectives with the corresponding headings (margin questions) from the unit. Space is provided for you to add your own suggestions. Try to increase student involvement in as many ways as possible to foster an interactive learning process.
- When your students are ready to do the *Activities*, assist them in selecting those that you feel would be the most beneficial to their growth in entrepreneurship.
- Assess your students on the unit content when they indicate they are ready. You may choose written or verbal assessments according to the situation. Model responses are provided for each module of each unit. While these are suggested responses, others may be equally valid.

Objectives:

- Define the concept of promotion.
- Describe the promotional mix.
- Discuss the importance of promotion.

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Objectives	Teaching Suggestions
1. DEFINE THE CONCEPT OF PROMOTION.	
What is promotion?	Ask students to give their understanding of the concept of promotion. Record their responses on a chalkboard or overhead projector.
2. DESCRIBE THE PROMOTIONAL MIX.	
What is the promotional mix?	Refer back to the list the students have just generated and classify their responses into the four categories given in the text.
What are the media of promotion?	Have students list the advantages and disadvantages of each type of media.
Why is feedback important?	Ask students how an entrepreneur would know whether his/her promotional campaign was effective.
3. DISCUSS THE IMPORTANCE OF PROMOTION.	
Why is promotion important?	Encourage students to imagine trying to run a business without promoting it. How would the customers find out about the business?

MODEL ASSESSMENT RESPONSES

1. Promotion is a form of persuasive communication. Its function is that of informing consumers about a product or service, and influencing them to buy that product or service.

2. Promotion activities include advertising in the newspaper, personal sales of automobiles, and coupon discounts.

3. The four elements of the promotional mix are: advertising, sales promotion, public relations, and personal sales.

   Advertising can be achieved through magazines and newspapers, television commercials, and direct mail.

   Sales promotion refers to free samples, coupons, contests, and displays of clothing on racks. All of which are aimed at increasing sales volume.

   Examples of public relations include: a newspaper or television network covering a grand opening or visit by a celebrity, supporting a local little league team, offering free health clinics for the community, etc.

   Personal sales refer to a clerk selling behind a counter, personal sales of new automobiles, personal sales of Mary Kay make-up, insurance sales activities, etc.

4. Promotion media include: newspaper, radio, television, magazines, direct mail, directories, and outdoor promotions.

5. In order to be successful in business today, entrepreneurs must promote their business. Promotion is necessary to survive in a competitive market. Promotions inform and entertain the public, while increasing the exposure of the business.

PACE
THIRD EDITION

Program for Acquiring Competence in Entrepreneurship

Incorporates the needed competencies for creating and operating a small business at three levels of learning, with experiences and outcomes becoming progressively more advanced.

Level 1 — Understanding the creation and operation of a business.
Level 2 — Planning for a business in your future.
Level 3 — Starting and managing your own business.

Self-contained **Student Modules** include: specific objectives, questions supporting the objectives, complete content in form of answers to the questions, case studies, individual activities, group activities, module assessment references. **Instructor Guides** include the full text of each student module and lesson plans, instructional suggestions, and other resources. **PACE, Third Edition, Resource Guide** includes teaching strategies, references, glossary of terms, and a directory of entrepreneurship assistance organizations.

For information on PACE or to order, contact the Publications Department the
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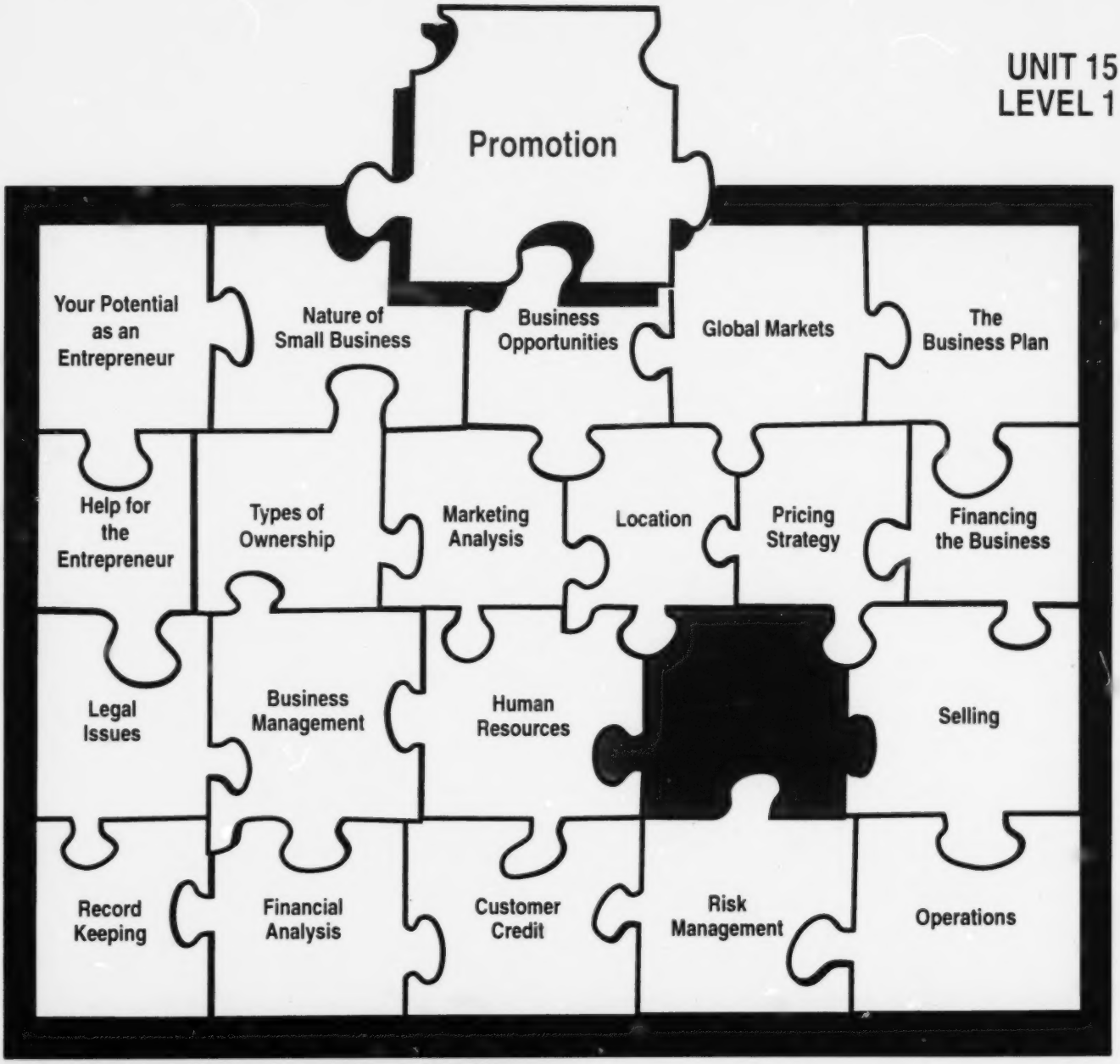
UNIT 15
LEVEL 1



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CENTER ON EDUCATION AND TRAINING FOR EMPLOYMENT
COLLEGE OF EDUCATION
THE OHIO STATE UNIVERSITY

Research & Development Series No. 301-15

PROMOTION

BEFORE YOU BEGIN . . .

1. Consult the *Resource Guide* for instructions if this is your first PACE unit.

2. Read What are the Objectives for this Unit on the following page. If you think you can meet these objectives now, consult your instructor.

3. Look for these business terms as you read this unit. If you need help with the meanings, ask your instructor for a copy of the PACE Glossary contained in the *Resource Guide*.

Advertising
Advertising media
Consumer education
Display
Lead time
Personal selling
Promotion
Promotional mix
Publicity
Public relations
Sales promotion
Sponsor
Target market
Telemarketing
Visual merchandising

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PROMOTION

WHAT ARE THE OBJECTIVES FOR THIS UNIT?

Upon completion of this unit you will be able to—

- define the concept of promotion,
- describe the promotional mix, and
- discuss the importance of promotion.

WHAT IS THIS UNIT ABOUT?

Why do we buy the television we watch, the cars we drive, and even the toothpaste we use? We buy them primarily as a result of promotion. Promotion is a part of our daily lives. The clothes we choose to wear and the food we choose to eat are almost entirely the result of promotion. A big percentage of the business budget is committed to promotion. This is one reason it is so important to the entrepreneur to understand that promotion is an important part of the small business organization. This unit will provide an understanding of what promotion is and how it can be used to its full advantage.

WHAT IS PROMOTION?

Promotion is one of the major elements of the marketing mix of the business. Promotion is a form of persuasive communication, or getting others to do what you want them to do. Its function is that of informing consumers about a product or service and influencing them to buy that product or service. There are many different promotional tools that are used by businesses to enhance the image of the product, such as mailings, speeches, presentations, contests, packaging, films, catalogs, coupons, posters, and even endorsements by famous people. Promotion is an important part of a business's strategy in surviving today's competitive marketplace.

Promotion takes many forms. A person may be encouraged to try a new product after seeing it advertised in a newspaper or on TV. Or she may have been given a free sample. She might have been attracted by a colorful travel exhibit in a hotel, by a demonstration in a variety store, by an advertisement on a bus or train, or by a radio commercial delivered by a well-known

personality. The following are other examples of promotional activities:

- A record company arranges for a group of singers to appear on a disk-jockey program to discuss their latest recording.

- A camera company plans an advertising campaign to announce its new high speed color film. The campaign includes sponsorship of a national television show, spot commercials on 300 radio stations, full-page ads in 1,500 newspapers, and advertising messages on billboards throughout the country.

- At a large banquet attended by businessmen, a local insurance agent places at each table ball-point pens on which an advertising message is printed; a florist furnishes free flowers in exchange for a credit line on the printed program; and an employment agency gives each person a memo pad imprinted with its name and telephone number.

- A farm-implement dealer sets up an exhibit at the state fair and hires a country-music group to draw farmers to the exhibit.

- A car dealer writes a letter to people who have bought cars from him during the past 3 years, inviting them to a "sneak preview" of new models.

- A service station sponsors a local softball team and provides them with uniforms on which the name of the business appears.

- A local soft-drink distributor supplies his product free to student delegates attending a career development conference.

Small business owners are always developing new promotional activities to bring their products or services to the attention of the public. The alert entrepreneur knows how to make the elements of promotion work to the benefit of the business.

WHAT IS THE PROMOTIONAL MIX?

To achieve desired sales results, entrepreneurs must consider all forms of promotion and decide which ones should be used and in what proportion. Naturally, the aim of every small business owner is to get the most from every dollar spent for promotion. If the owner has $50,000 to spend on promoting an existing product or on launching a new product, he/she must budget every cent as intelligently as possible. Should he/she spend it all on advertising or should she spend most of it for salespeople? How much should he/she invest in contests, giveaways, exhibits, and premiums?

An efficient entrepreneur studies the problem carefully and mixes the various forms of promotion in the right proportion for the product. This combination of different forms of promotion is called the *promotional mix*. The owner may decide to spend $20,000 on advertising, $11,000 on sales promotion, and $19,000 for new salespeople. The makeup of the promotional mix varies with the product being promoted, the nature of the potential customers, the general market conditions, and the funds available.

Those who understand the power of promotional activities don't wait for their ships to come in—they swim out to meet them. There are dozens of things you can do to promote your business to greater profits.

The four elements of the promotional mix are advertising, sales promotion, public relations, and personal selling. Each of these activities plays an important role in marketing.

Advertising is a nonpersonal sales message that is paid for by an identified company. It promotes the company's products, services, or image and is directed toward a mass audience. The company that pays for the advertising is called the *sponsor*. The fact that advertising is paid for distinguishes it from free publicity. The nonpersonal approach of advertising distinguishes it from personal selling. Advertising media are the channels of communication used by advertisers to send their messages to potential customers. Advertising media include radio, television, newspapers, magazines, direct mail, and billboards.

Sales promotion is any sales activity that supplements or coordinates advertising and personal selling. Sales promotion includes free samples, coupons, contests, and other special incentives intended to stimulate sales.

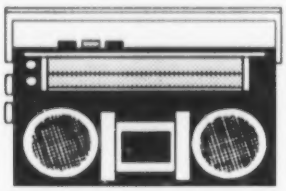
Display or visual merchandising is an important part of sales promotion. It is the display of a product at or near the point of purchase. Visual merchandising includes attractive window and interior displays and eye-catching exterior signs.

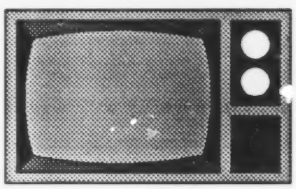
Public relations is the total process of building goodwill toward a business. One approach to building public relations is to hire a company to promote the business goals of the owner. The fee is usually determined by the amount of time the public relations firm must spend to accomplish the small business owner's goals. Another approach to building public relations is to use *publicity*.

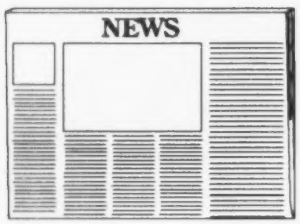
Publicity is free advertising for the business. For example when a newspaper covers the opening of a new business, the owner does not pay for it.

Personal selling is the direct effort made by a salesperson to convince a customer to make a purchase. It is directed toward one person or at a small group through direct communication.

The promotional message does need to be repeated several times in order for the buyer to remember it. In general, it must be run at least six times within the customers decision period in order to be effective in most media presentations. An advertisement placed only once on the radio or television is almost always highly ineffective. Different media provide different advantages to different types of businesses, though, and you must decide which is best for your small business.







WHAT ARE THE MEDIA OF PROMOTION?

The use of any of the media to promote the small business should be based upon the target market to be covered. This market is those consumers who you want to purchase your product or service. If you are selling swimming pools for $25,000 each, you should not target people living in apartment houses since they have no use of an in-ground pool. Other considerations include the size and type of audience, the promotion costs, the time or space available, and the suitability of that medium to the consumers.

1. The *newspaper* probably has been the favorite promotion medium of retailers for as long as both have existed. Newspapers account for approximately 30 percent of all promotional dollars. Newspapers provide the flexibility, longevity, and graphic presentation necessary and appropriate for many retailers with a short lead time. A *lead time* is the actual time that is required by the medium in order to schedule your advertisements. Usually, newspapers require only 5 to 7 days for this. Grocery stores, department stores, and clothing stores

will often run weekly ads in the local newspapers, especially since they may not know what items will be on sale until the week before the event.

Newspaper ad space rates are based on the circulation or number of papers sold to the community. The larger the circulation is the higher the rates. The space available is usually sold by lines and columns, or inches and columns. An example would be a 4-column by 50-line ad (4 columns wide and 50 lines long) where the small business owner would be charged at the rate of 200 lines (4 times 50 equals 200). If the rate is $1 per line per column, the cost is $200 for one edition of the newspaper. Sunday is usually best since more people read the Sunday edition of the paper than any other day. Weekly newspapers, shoppers, and school papers are less expensive and provide the owner with a specialty newspaper in which a business may promote to a target market in specific geographic, academic, or income levels.

2. The *radio* is more common today than ever before. There are over 400 million radios in use in the United States today. Radios reach a wide array of customers and provide great flexibility with a short lead time requirement. It is important that any message promoted over the radio be repeated a number of times.

   Radio advertising is generally sold in amounts of 15-, 30-, 45-, and 60-second spots. The 30- and 60-second spots are most popular. Costs will vary according to the time of day, the size of the listening audience, and the particular station. It is important to remember that different radio stations attract different target markets.

3. *Television* is one of the most amazing advertising medium. The average person watches over 6 hours of television per day, and over 97 percent of all homes in the United States have television sets. Television ranks second to local newspapers in terms of promoting dollars. It allows both a visual as well as an audible message. Television advertising is sold in time units of 10, 20, 30, and 60 seconds. The 30-second television advertisement is the most common. Rates will vary according to stations as well as to the time of day.

4. *Magazines* provide a very specific audience. They are generally limited to specific topics or geographical areas. However, there are many nationally distributed magazines that have wide appeal for the advertising dollar. Unlike radio, television, or even newspapers, magazines last for long periods of time and are often read by more than one reader. The advertisement will last as long as the magazine.

5. *Direct mail* has grown enormously since its beginning. Direct mail reaches a specific target market and may even be used in the form of catalogs, letters, postcards, coupons, circulars, price lists, or business cards. The rate of return in a national direct mail campaign averages from 2 to 3 percent. For example, if you were to mail an advertisement for a local restaurant to 30,000 residents in the community, you would have approximately 600 respondents, or 2 percent, who would come to the restaurant for the advertised special.

6. *Directories* also provide a specific target market. The most common form of directory is the Yellow Pages of the local telephone book. The directory provides a long lasting advertisement, usually published annually; often its life expectancy is the longest of any promotion message—a year or more, or as long as the directory lasts.

7. An area that is often under used, but still successful, is that of *outdoor promotions*. The use of billboards, buses, and taxis may be developed and effectively used. Outdoor promotions are an excellent way to reach travelers.

HOW DO YOU PREPARE THE PROMOTIONAL MESSAGE?

The preparation of the promotional message is very important. Manufacturers, distributors, and suppliers will often help in developing the message. Most media (such as newspaper, radio, television) will also help in the development of an effective campaign. Special advertising agencies are located in most large cities, and they receive their income from commissions for developing campaigns. They will generally receive 15 to 20 percent of the total cost as a commission from the medium where the ad was placed. Direct mail agencies also receive either a fixed, flat fee, or a commission of over 20 percent of the cost involved.

A good rule of thumb for analyzing advertising costs is that 80 percent of the advertising dollar should be allocated for space (newspaper or magazine) or time (radio or television), and 20 percent should be allocated to development and production of the message. The most successful form of promotion follows the seasonal or cyclical nature of the business.

WHY IS FEEDBACK IMPORTANT?

One of the major areas in any business is the establishment of control mechanisms to ensure the proper function of individuals within an organization. Budgets are established to maintain control over the spending of funds within a business. Plans are developed for people to follow. Once the promotional plan is established, control mechanisms must be put in place to make sure the plan is followed.

WHY IS PROMOTION IMPORTANT?

Leaders all across America are finding ways to inform, entertain, or assist the public while maximizing their own exposure; this is the purpose of promotion! To accomplish this, they use *consumer education* to develop awareness by leading seminars, symposiums, and workshops; giving talks; sponsoring clinics; providing in-store or in-office demonstrations; and even holding open houses or receptions. All of these functions are designed to bring prospective clients or customers together and to build goodwill.

> The Denver Broncos Football Sports Medical Center offers a free sports injury evaluation. They implore athletes to

"Give us your tired ankles, your poor knees, your tennis elbows . . ."

One health professional who had spent $150,000 on a promotion campaign that gave no known results switched to seminars. She promoted the seminars in local papers and ended up with 80 new patients by using the promotion activity!

Based in Massachusetts, the InVision Institute—a nonprofit organization—sponsors "Eyes on the Road," a 45-foot traveling van. It houses an educational facility that promotes eye care and vision correction with interactive displays. With a tour agenda that includes 80 U.S. cities, the van appears at high-traffic locations like science museums, trade shows, and outdoor events. The institute was formed by Bausch and Lomb to heighten the public's knowledge of eye care.

These are just a few examples of using promotion in consumer education projects. You can do similar things. Many service specialties lend themselves to in-office or in-store clinics. A travel agent could give a demonstration on how to pack a suitcase. A landscape architect would find an eager audience for a workshop on easy-care plantings—especially if it were offered to recent home buyers in a new subdivision. A financial planner or accounting firm might sponsor a Personal Finance Fair—a consumer show providing pertinent seminars, speakers, and attractions. Chiropractors could put together a miniprogram about the spine; veterinarians a short presentation on how to keep your dog or cat healthy. A child-care facility might sponsor a nursery school art show. The possibilities abound for individuals using imagination to discover topics of general interest that promote their businesses.

Such activities can often be held right in your place of business. If this is not practical, consider renting a local hotel banquet room or a private dining room in your favorite restaurant. Other possible options are schools, community centers, banks/savings and loan companies, perhaps even the conference room of a business associate.

It should be understood, however, that the promotional mix always varies with the product and the market. The owner of a roadside fruit stand has his own promotional mix—modest though it may be—which is just as individual as the promotional mix of a large national airline. The mix is rarely the same for any two businesses or for different time periods in the same business. The promotional mix is of vital importance not only to the successful launching of a new product but also to the maintaining of the life of already established products.

Effective use of promotion should be a valuable tool to any small business owner or entrepreneur. With an increased understanding of the wants and needs of the customers, you will be better able to supply the goods or services that will increase your profitability. This will give you a better understanding of how to use the promotional mix to promote your product as a result of better understanding the customer's needs.

10

ACTIVITIES

The following activities are designed to help you apply what you have learned in this unit.

INDIVIDUAL ACTIVITIES

A.

Compare the promotional methods used by a small business (gas station) and a large business (grocery store). You should find many differences. What are those differences and why do they exist? Is there any disadvantage to the small business as it tries to promote its business?

B.

Prepare a list of 10 different types of products or services. For each product, determine which type of promotional method(s) would be best for informing consumers about the product or service. Why did you select each method?

GROUP ACTIVITIES

A.

In teams of four to six, develop a chart for the following products and services, comparing the differences among them. Write a statement discussing how valuable promotion would be in helping to make a buying decision.

Anderson house windows
BMW automobile
Maytag washer
McDonald's new fast food menu item
Ruffles brand potato chips

Artist
Beautician
Circus
Florist
Printer

B.

In teams of four to six, brainstorm to develop strategies to promote your school. Discuss the value of developing a public relations program for the school to use within your community. Try to use all six elements of the promotional mix to better accomplish your task. Can all six elements be used effectively or not?

CASE STUDY

"Travel Around" is a new travel agency located in Southern City with over a 50,000 in population. The agency just opened for business last January, and its owner is finding it very difficult to survive.

Owning a travel agency should be considered from the viewpoint of a long-term investment. It should not be thought of as a means of participating in reduced-rate transportation. A travel agency is a totally service-oriented business. Some of the services provided to the public are--

1. quotation of fares and/or schedules,
2. securing of reservations (travel, hotels, motels, and car rentals),
3. expediting payment for travel,
4. arrangement for delivery of tickets or other transportation documents,
5. assistance to clients with other travel arrangements, and
6. development and implementation of tours.

A travel agency makes its income totally from commissions on ticket sales and tours. The commission for each ticket sale is approximately 7 percent, and the commission for tours is 7 to 30 percent. Most new travel agencies are not expected to break even until the third year, according to industrial averages. The most dramatic reduction in costs, up to 50 percent of coach or tourist fares, are made possible by airline charters. Charters are generally used by youth/student groups, companies sponsoring sales incentive contests, and other special group.

The life blood of any travel agency is its ability to promote its goods and services. The agency is concerned with establishing cruises, escorted tours, package tours, sightseeing tours, private tours, special-interest tours, foreign independent travel, charters, steamship travel, railroad travel, and even bus travel.

The major activity of most travel agencies is the selling of domestic and international airline tickets. This is also the major revenue source for the travel agency.

Hotel and motel business, especially in resort areas, can bring in considerable money to the agency. The client should be provided complete and accurate information about the hotel. Many clients also like the opportunity to drive themselves around, once they reach their destinations. Many package tours now include the use of a car as one of the principle parts of the package.

Unlike most other businesses, a travel agency cannot add a service charge. Customers who come to a travel agency pay no more for their tickets than if they had bought them directly from the airline or other suppliers. The following schedule illustrates the basic commissions paid to travel agents by airlines and other suppliers. The travel agency is concerned with promoting their small business. They are uncertain as to which direction to go and how to get there.

Types of Travel	Commissions (%)	
Domestic Air Travel:		
Point-to-point	7	
Family travel	8	
Tour	11-12	
International Air Travel:		
Point-to-point	8	
Tour	11	
Other:		
Charter air travel	7-30	(variable)
Transatlantic steamship	7	
Transpacific steamship	7.5	(one way)
	10	(round trip or cruise)
Caribbean/short cruises	10	
Major cruises	10	
Sea or air tours	10	
Domestic rail travel	10	
European rail travel	7.5	
Car rentals	10	
Hotels and motels	10	
Escorted package tours	10-15	

DISCUSSION QUESTIONS

1. What promotional mix element(s) should the travel agency employ?
2. Which area of travel should the agency promote the strongest?
3. What areas of service should the travel agency provide or not provide?
4. What promotional project should the agency employ?
5. Should the agency use promotion to help it survive? Why or why not?

ASSESSMENT

Read the following questions to check your knowledge of the topics presented in this unit. When you feel prepared, ask your instructor to assess your competency on them.

1. How do you define promotion? Why?
2. Give three examples of promotion activities.
3. What are four elements of the promotional mix? Give three examples of each.
4. List the seven promotion media discussed.
5. Why should an entrepreneur give any importance to promotion in starting or improving the business?

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PACE

Unit 1. Your Potential as An Entrepreneur
Unit 2. The Nature of the Small Business
Unit 3. Business Opportunities
Unit 4. Global Markets
Unit 5. The Business Plan
Unit 6. Help for the Entrepreneur
Unit 7. Types of Ownership
Unit 8. Marketing Analysis
Unit 9. Location
Unit 10. Pricing Strategy
Unit 11. Financing the Business
Unit 12. Legal Issues
Unit 13. Business Management
Unit 14. Human Resources
⇨ Unit 15. Promotion
Unit 16. Selling
Unit 17. Record Keeping
Unit 18. Financial Analysis
Unit 19. Customer Credit
Unit 20. Risk Management
Unit 21. Operations
Resource Guide
Instructor's Guide

Units on the above entrepreneurship topics are available at the following levels:

* Level 1 helps you understand the creation and operation of a business
* Level 2 prepares you to plan for a business in your future
* Level 3 guides you in starting and managing your own business